

WHAT IS CLAIMED IS:

1. A transfective liquid crystal display device, comprising:
  - opposing upper and lower substrates;
  - a liquid crystal layer sandwiched between the opposing upper and lower substrates, display being performable by switching a display mode between a transmissive mode and a reflective mode;
  - an upper polarizing layer disposed above the liquid crystal layer;
  - a lower reflective polarizing layer disposed below the liquid crystal layer;
  - a lower polarizing layer disposed below the lower reflective polarizing layer;
 and
  - an illumination device disposed on the outer surface side of the lower substrate,
  - the lower reflective polarizing layer including light-transmissive portions formed therein, a transmissive polarization axis of the lower polarizing layer being substantially orthogonal to a transmissive polarization axis of the lower reflective polarizing layer, and a degree of polarization of the lower polarizing layer being greater than a degree of polarization of the lower reflective polarizing layer.
2. The liquid crystal display device according to Claim 1, when the degrees of polarization of the lower polarizing layer and the lower reflective polarizing layer are respectively defined by  $P_a$  and  $P_r$ , the condition  $P_a \geq 1.1 \times P_r$  being satisfied.
3. The liquid crystal display device according to Claim 1, the lower reflective polarizing layer including a laminate of dielectric interference films having a prismatic shape.
4. The liquid crystal display device according to Claim 1, the lower reflective polarizing layer including a metal reflective film having a plurality of fine, slit-like apertures formed therein.
5. An electronic apparatus, comprising:
  - the liquid crystal display device according to Claim 1.